



UNDERSTAND YOUR CUSTOMERS WITH BIG DATA, ADVANCED ANALYTICS AND MACHINE LEARNING

For businesses to succeed in today's uncertain marketplace, the ability to rapidly adapt to evolving customer demand and expectation is essential. CCG has the expertise to help you implement robust Data & Analytics solutions that can make all the difference between surviving and thriving.

CUSTOMER KNOWLEDGE IS POWER

Now more than ever, it's imperative that companies fully understand their customers – their needs, concerns, and behaviors – so they can create products and services that solve problems, provide customer experiences that engage and delight, and drive revenue now and into the future.

Discover how businesses like yours are leveraging the combined power of **Microsoft Dynamics 365 Customer Insights** and **Microsoft Azure Synapse** to give them the competitive advantage.



Uncover Deeper Insights

Combine customer data with enterprise and streaming data to provide a more holistic view of your customers and generate better insights to empower your business decisions.



Depend on Trustworthy Data

Access reliable, clean, and complete customer data all in one centralized place. Departments across your organization will benefit from working from a single version of the truth, instead of data that is siloed, piecemeal or inaccurate.



Optimize Customer Journeys

Provide best-in-class customer experiences at every step of the buyers' journey in real-time. Easily enable website personalization, dynamic marketing campaigns, effective ad targeting and more.



Make the Most of Machine Learning

Build custom machine learning models to help predict customer needs, provide guidance and direction, prevent churn and maximize revenue. Machine learning can also automate processes and increase efficiencies to save you time and money.



Future-proof Your Business

Disruption to the way we do business has been a catalyst for change, accelerating the implementation and adoption of new technologies at a rapid pace. Legacy and on-premise systems are quickly becoming obsolete. Don't get left behind.

MICROSOFT: EMPOWERING YOU TO DO MORE



Microsoft Azure Synapse, launched in late 2019, represents an advancement of Azure SQL Data Warehouse which brings enterprise data warehousing and Big Data analytics into a single, comprehensive service. It gives you the freedom to query data on your terms, using either serverless or provisioned resources—at scale. Azure Synapse brings these two worlds together with a unified experience to ingest, prepare, manage, and serve data for immediate BI and machine learning needs.

Microsoft Dynamics 365 Customer Insights, is a powerful, easy-to-use customer data platform that allows you to unlock insights, drive personalized customer experiences across all touchpoints, and get a single, real-time view of all your customers. Customer Insights can be used with Azure Synapse to improve data completeness, run high-speed analytical processing, and build custom machine learning models.



DYNAMICS 365

Customer Insights

ABOUT CCG

CCG is a trusted data and analytics consulting group focused on enabling organizations with data-driven decision making and forward-thinking insights. Our experts understand how human behavior drives business functions, ways to maximize technology investments, and best practices for leveraging customer intelligence to drive digital transformation. Using rich, cloud-based analytics solutions and high-touch services, CCG empowers organizations to uncover insights, see farther and go faster.

CCG is a Microsoft Gold partner with a stellar reputation and a wealth of experience implementing Microsoft Azure, Power BI and their full suite of data and analytics solutions.

CONTACT

Interested in how CCG can help your business leverage innovative tools better understand and adapt to your customers' needs? [Contact us](#) today for a better tomorrow.

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